

## Ideology found no co-op bar at Castro Valley

"There is no significant ideological barrier to Co-op penetration in the Castro Valley central trading area."

This is one of the conclusions reached by Albert Raeburn and Associates, Berkeley economic consultants, after a survey of both Co-op membership and the general south Alameda County area in a report submitted to Co-op management and asked for by Berkeley Co-op Board of Directors.

After comparing Co-op membership in specific geographic areas with political party registrations, the report showed a "positive correlation between Republican registration and Co-op penetration," but in some sectors new members who were registered as Democratic exceeded the proportion of that party's registration in the sector as a whole.

As in Berkeley, the "hills" area shows greatest Co-op penetration, with one out of every six households in membership, compared to one out of ten for the Castro Valley central trading area (Castro Valley proper as distinguished from other portions of southern Alameda County served by Castro Valley center.)

Average patronage in 1966 of the members living in Castro Valley proper was \$705, compared with the average for the Co-op as a whole of \$493, and an average of all members served by the center of \$510. The total area encompasses the city of Oakland east of Mills College, San Leandro, San Lorenzo, Castro Valley, Hayward and the rest of southern Alameda County, including Fremont, Pleasanton, and Livermore.

In one sector of the hills area almost one-third of the households are members, and these had an average patronage in 1966 of \$1,223, almost 2½ times the Co-op-wide average.

Close to one-half of the patronage volume of the CV center came from residents of Castro Valley proper. About 42% of the members lived in Castro Valley, 32% in San Leandro, San Lorenzo, and Hayward and the remaining 27% scattered elsewhere in southern Alameda County.

A special survey of 292 new members who joined in the last six months of 1966 showed that most of them learned about the Co-op first from other individuals, who stressed the Co-op's quality and the patronage refunds.

Patronage refunds was stated most often as the reason for joining the Co-op, but the new members also expressed satisfaction with the products, services, and personnel.

The new members, however, appeared to have little understanding or interest in the Co-op as an "organization."

The Co-op NEWS proves to be an effective device for reaching new members. Over 122 of the 292 said they followed the food ads, and an additional 148 said they "read" the NEWS, more than 92%.

Next to the Co-op NEWS, the Oakland Tribune is the paper most often read for food ads.

Over 92% made favorable responses when asked how they felt about the Co-op as a market and as an "organization." All facets of merchandising were generally approved.

Almost 75% said the Co-op was where they did most of their food shopping.

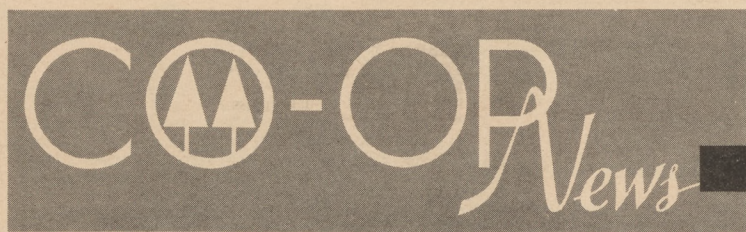
More than one-third of the new members were from professional occupations, one-fifth from managerial, almost one-fifth from crafts, one-eighth were operatives, and another eighth in sales work.

More than one-half had one or more years of college, with most of these with four or more. (Another fifth had completed high school, while one-fifth had not.)

In its summary of findings and recommendations the report suggests that feedback mechanisms should be built into all promotions.

Particularly, it suggests that the effects of the current "hot special" advertising campaign should be measured with checkstand interviews, that selective promotions should be carried out in specific geographic areas and among certain professional sub-groups, and that extra attention should be given to educating potential patrons that they don't have to be Co-op members to shop at the Co-op.

Emphasizing the Co-op's unique advantage of having much precise information about its membership, the report strongly urged that Co-op data-collecting and organizing tools be used continuously with updated information to test the effectiveness of Co-op campaigns, promotions, policies



Friday, Saturday Eves  
SEE Aldridge Players West  
(Photo on page 8)

AND SPECIALS

(SEE INSIDE)

VOL. XX, No. 24

Published to help 40,739 families mind their business...

BERKELEY, CALIFORNIA, JUNE 12, 1967

## Arvid Nelson, Co-op Member No. 2, dies

"We found that calling on people in their homes was the best way to get co-op members. It was better than distributing literature, although occasional meetings and speakers helped."

"Getting co-op members" long was a main concern of the person who said this — Arvid Nelson, Berkeley Co-op Member Number 2, a pioneer in Berkeley Co-op work who died Memorial Day in Albany Hospital at the age of 77. He was buried June 2 in Sunset Cemetery.

Arvid was born May 19, 1890, near Fort Bragg, where he went to school. He recalled that when he was five a group of fellow-Finns tried to start a co-op in that lumber-industry

"company" town. The present Fort Bragg Co-op was organized later, but by then Nelson had gone to Astoria, Ore., to work on a Finnish-language paper.

He and his wife, Helmi, who was born in Finland, were married in Seattle in 1914, where Arvid was working as a newspaperman.

In 1917 Nelson was in Superior, Wis., where he served as the first secretary of Central Cooperative Wholesale, organized that year and one of the oldest co-op wholesales in the U. S. He also worked on a Finnish socialist newspaper there at the time communist and anti-communist cooperators struggled for control of the co-op wholesale.

For a time, Nelson recalled in October, 1964, in an interview with this reporter, products bearing a "red star" (communist) label were being shipped from CCW.

Nelson recalled that he sketched CCW's Co-op coffee and flour labels, as part of his contribution toward "staving off a leftist takeover."

In 1927 the Nelsons came to Berkeley, which long has had a strong Finnish community, whose social and cultural life was centered first in the Comrade Hall on Tenth Street. Later, when local Finns split over the communist issue, the conservative Finnish group — to which Nelson belonged — built its Finnish Brotherhood Hall on Chestnut Street. Arvid Nelson edited the Brotherhood's paper.

Nelson always identified himself with the Finnish community as against the "Anglos". He got much of his cooperative philosophy from the Finnish and non-Finnish socialists, but he warned that "Co-ops better not get nor seek the help of rich men or of government — they would appoint the co-op managers."

R. H. C. Proffitt was the first "American" or non-Finn Nelson heard talk on cooperatives, "perhaps as early as 1928." Nelson also recalled Fred Rivers, a socialist and single-taxer, who sparked formation of the co-op wholesale that is now Associated Cooperatives.

Nelson in 1937 was appointed to a committee by the Finnish Brotherhood to start a cooperative. Its members considered a food co-op, but, according to Nelson, didn't want to compete with the many chain stores. Since "everyone had a car," a gasoline co-op seemed feasible. The resulting Berkeley Cooperative Union in 1938 leased a service station at Bancroft Way and San Pablo Avenue and "went from one success to another."

Getting the BCU started wasn't easy. Nelson recalled that at the crucial meeting, Herman A. Korby said, "You've talked enough; let's do something." Korby slapped a \$10 bill on the table, and became BCU Member No. 1. His membership card — still in the Berkeley Co-op files — was signed by Secretary Arvid Nelson, who had become BCU member No. 2, and by T. A. Ahonen, BCU Member No. 3. (These three men retained these low membership numbers in 1947, when BCU and CCB merged. Since Korby's death some years ago—he had managed Fort Bragg Co-op—his CCB Co-op Number 1 has been kept vacant.)

"Esmerelda," Nelson's car, was first in line for gasoline when the Bancroft station opened, and again about a year later when BCU opened its own station at University and Acton, on a site that now is the west end of the University Avenue Center food store.

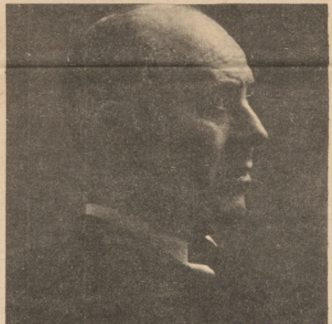
Nelson and others looked at "hundreds" of corner sites, especially near the PCS store near McGee. Later they located on Acton

(Concluded on page 7.)

## Ex-president George Little reflects on Co-op's problems

By Max Awner  
Co-op NEWS writer

Probably no one in recent co-op leadership has been the object of more bitter attack, or more vigorous defense, than George Little, who was Berkeley Co-op's president when the current turbulence started to simmer about three years ago, and who stepped



GEORGE LITTLE, immediate past president of Berkeley Co-op, reflects on co-op problems for a NEWS writer.

down last January at a time when it was boiling most furiously.

No doubt about it: George Little, with his forthright views and his sometimes acid tongue, rubs some people the wrong way. Others cite these same qualities, among others, in proclaiming their admiration for the man who served for six consecutive years as Co-op president.

Both groups would agree on this: That Little, who personally is a political liberal, is an articulate, even militant, spokesman for the traditional, or conservative, view of a consumer cooperative's role in American economic and political life. And that he has thrown his full weight against those who would recast that role to a more activist image.

Interviewed in a relaxed atmosphere in his Berkeley Hills home, Little spelled out in detail, and with some eloquence, his assessment of what has been happening at the Berkeley Co-op and what he thinks needs to be done about it.

Little thinks the current schisms had their origin in the personnel problems within the co-op that began about three years ago. As a man long associated professionally with management (he is a CPA and controller of a large steamship company in San Francisco), he feels a co-op can be successfully managed only by following sound, time-tested business practices, and that when a group tries to bypass or scuttle these practices, in the notion that a co-op is somehow "different," it is heading down the road to ruin.

This is what began to happen at the Berkeley Co-op, he says. He feels that a

turmoil. "Some people held that the employee was always right and management was always wrong. That we were just being arbitrary and anti-labor."

Much if not all of the employee-management strife at the co-op, Little is convinced, stems from personality and background differences among the leadership and active members. "We can't change the personalities, but I can't see why the co-op should be the whipping boy for personality problems. An ordinary business would not stand for this and neither should we." He sees the current co-op rebels as, among other things, "trying to democratize a situation that can't readily be democratized."

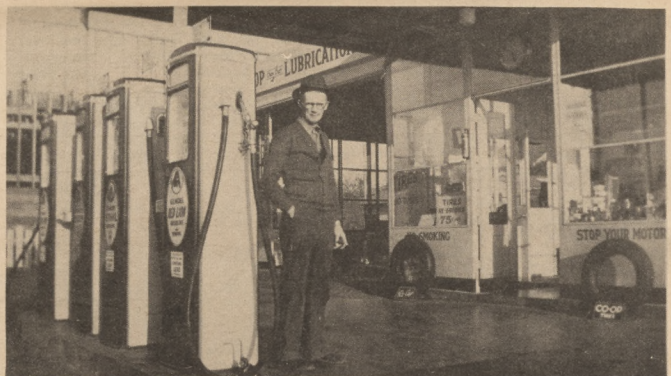
The personnel issue helped trigger other, more strictly political, issues, Little believes. The lineups in both areas are largely the same. He concedes, however, that the political tensions within the co-op, especially over the co-op's role, if any, in the Vietnam war and civil rights issues, are closely related to the volatile political climate of Berkeley. "Berkeley being the city it is, and so many of our members and customers being typical Berkeleyans, we could hardly avoid becoming embroiled in these battles."

Still, he insists, a co-op "must find a way to operate without getting involved in these hassles. The consumer is being so constantly and so foully exploited by so many shysters that we have all we can do to fight them without getting bogged down in other battles."

"If we have to get into politics to fight for consumer interests—and of course we do—then we should get in and fight like the devil. But if we get sidetracked in all kinds of non-consumer blind alleys we just lose our effectiveness in everything we're trying to do."

Asked whether issues such as the Vietnam war, civil rights, farm labor struggles and

(Concluded on page 2.)



ARVID NELSON, Berkeley Co-op Member Number Two, and then secretary of the Board of Directors of the Berkeley Cooperative Union, stands by the pumps of the then-new BCU service station on University and Acton. In the background is the then-

abuilding original University Avenue food store of Consumers Cooperative of Berkeley are dimly visible in left background. This site now is part of the west end of the University Avenue store, where the dairy cases are.



## CO-OP NEWS

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## Editorial

### Co-op pioneer's passing mourned

Avid Nelson's passing leaves us with one less pioneer, one fewer of the small handful of persons who brought the Co-op into being back in the early days.

We feel poorer because of his going, and despite our huge membership, lonelier. Only a small number is left of our pioneers, and as their ranks thin those who remain became more precious.

Avid Nelson's early activity was in the Finnish group. He was a rare kind of Finn for those days. He was American-born—in Fort Bragg, California. His name was more Swedish than Finnish. He was fluently bilingual. He got along with all the factions of Finns—who belonged to the Finnish Brotherhood on Chestnut Street and those who belonged to the Finnish Hall on Tenth Street. The first were Social Democrats, politically. The second were more radical.

He was accepted also by the other two groups—the church members and the IWW.

In the Finnish community he was the eternal secretary, the editor, the poster maker, the voice of moderation and understanding. Quiet and simple in his living habits, he was steadfast in his Co-op loyalty, always available to lend a hand when the Co-op needed him—as a painter, as an interim clerk or manager, as a board or committee member.

Because of his neat saving habits, much of our historical archives came from his garage, closet and memory. He could remember more incidents than anyone else, the names of the participants, and the dates.

To Mrs. Helmi Nelson, Avid's widow, and to his sons and grandchildren we express condolences on behalf of all Co-op member-families.

If there is a Twin Pines Heaven, as many believe there is, we're certain that's where Avid is right now, keeping a watchful and fond eye on the Co-op, to which he meant so much and which meant so much to him.

## Letters to the editor...

Opinions expressed are those of the writers, not of our Board or management.

### Who's in ACC and behind CAPRI?

There are some errors in a recent letter published. CAPRI (Consumers Against Phone Rate Increase) has raised just over \$3,000—admittedly a small budget to represent consumers adequately in the face of the hundreds of thousands spent by Pacific Telephone. But more continues to come in.

Of the \$3,000-plus total, about \$2,400 came from individual co-op members or from their cooperative businesses. Both individuals and businesses will be hard hit if the request made by PTT is approved without substantial modification. Over \$1,500 of the \$2,400 came out of individual pockets.

As for ACC (Association of California Consumers) being "labor-sponsored": as a non-union co-op member, I sometimes wish this were really true. Actually, over half of ACC's annual budget comes from co-ops and co-op members who belong to ACC. Our president is both a union and a co-op member, our executive secretary is neither union nor co-op, and I am co-op only. Our executive board has about 10% who belong to other groups or are individual members; about 40% come from co-ops and about 40% from unions. (There is some duplication, of course.) Less than 10% of the union locals in California belong to ACC, but nearly all cooperatives and co-op-related organizations belong. (Only a few credit unions have joined.)

We're trying to do what we can, in the face of tremendous odds, to help secure a "balanced solution" to this rate case—one that gives strong consideration to the interests of consumers, of phone-users. Usually we consumers are the ones left out in these problems because we're not organized to present our case effectively. That's why ACC was organized—and, within the limits of our budget and our membership strength, we try. The PTT rate case is only one of many consumer interest problems we work on during the year. —ART DANFORTH, Treasurer, ACC; Chairman, CAPRI

### Co-op and Phone Bills

I have no more desire to pay higher telephone bills than anyone else, but I am thoroughly disgusted with the approach to the subject displayed in articles in the Co-op News. They make no more sense than the recent picketing of the Co-op stores in an apparent effort to force us to lower prices or the Governor's proposal for a flat 10% reduction in all state-funded budgets. Have we lost our sense of proportion?

Like many other organizations, Co-ops are built on loyalty and goodwill, and are destroyed by hostility and dissension. When the Co-op is associated in our minds with harmony and working together toward a common objective, it is an organization to which we want to belong and a place where we want to shop. When we (and the non-member public) think of the organization as a center for angry aggression, we and they are going to shun it.

As an article in the News recently pointed out, that 10% marginal volume makes the difference between profit and loss in a food store. If we alienate and drive away 5% of our customers by some controversial issue every three or four months, it won't be long before we are operating in the red. Then all we will need is a run of member share withdrawals and the Co-op will be in real trouble.

There is reason to believe that those groups which are conducting campaigns to discredit all those institutions in American life which have heretofore been considered important have made the Co-op a target. Helping them to their objective is organizational suicide.

When George Grover in his article in the May 15 News called Pacific Telephone Company "monopolistic", he hit on the real solution to the problem. What we need is several telephone companies, all running poles and wires down the sidewalks, digging up the streets, and competing with one another for customers. Then service would be better and rates lower.

Come to think of it, this is the solution for the Co-op, too. What we need is several consumers' co-ops in Berkeley, operating retail stores in competition with one another for the support of consumers. We could then choose between friendly co-ops, hostile co-ops, conservative co-ops, social-issue-oriented co-ops, businesslike co-ops, Berkeley Citizen-type co-ops, etc. We'd have real freedom of choice. Monopoly is indeed a horrid word! —THEODORE B. LYMAN, Berkeley

### Co-op meeting or horror movie?

I have just endured an emotionally traumatic experience of such magnitude that I feel impelled to communicate some facts to my fellow members. I beg your leave to do so through the Co-op NEWS, although I realize that you have professional writers who can and will do a better job of reporting. I do not address myself to the staff, or any part of management, or any employees, but directly to members like myself.

Friday evening, May 26, I attended my first Co-op meeting. The efficiently planned and printed agenda was followed on schedule—up to a certain point. Then the baiting began. A careful count was taken on each motion, both the pros and cons, but nevertheless, hecklers would invariably bring up the same subject for discussion again. Nominees were lined up and quizzed at such length, in an apparent effort to destroy their composure, that I suffered and sweat with them. They appear to be able and dedicated people, and if you did know any of them, you had better be proud.

To my horror, the time deadline was drawing nearer and nearer, while trivial complaints against the Co-op were aired—complaints which, if valid, could very easily be dealt with by a letter to the Co-op NEWS, or a letter in the suggestion box at any Center.

And now comes the denouement: someone challenged the quorum, a count was made, and yes! We have no quorum! By how many did we fail to have a quorum? TWELVE! I now address myself to that 12: where were you? What were you doing Friday night that was more important than saving a democratic, cooperative institution?

Yes, I said, saving it. For if we members, those of us who belong to it because we want to use our limited shopping time and dollars more efficiently, or because we believe in the principle of groups organizing and acting in democratic ways for our common good, if we do not take an active part in these meetings, we are in danger of being disrupted and disorganized by some kind of an organized group.

I have no idea what this group may be, but after observing it in action for three hours, I know that they are not youths protesting something. They are not fighting for civil rights. They are not just having idle fun. They are not hippies, or beatniks, or any of the freedom-seeking mobilizations we see and read about today. They are smoothly organized, and have some kind of plan, for some obscure reason, to destroy the Co-op.

Do you think I imagined all this? Ask someone who was there. Was it a horror movie? A nightmare? Come to the next meeting and find out. —DORIS E. GRIFFIN, San Leandro

## More: George Little reflects

(Concluded from page 1.)

poverty programs do not have a direct bearing on consumer welfare, Little conceded that they do. But, he insisted, it is a practical impossibility for a consumer co-op to take on "all the world's problems. People will just have to work through other organizations for these other ends."

Little lamented widespread consumer ignorance of "simple marketing economics." Much of the "disgruntlement" among the Berkeley Co-op's own customers over pricing and other practices arises out of this ignorance, Little feels. "We should have much more education about marketing and pricing problems." Schools too, should get into the act, he firmly believes—and should include boys as well as girls in such programs. "Dispelling the economic illiteracy of the average consumer is far more important for a co-op to do than to get embroiled in civil rights and peace controversies."

The Co-op's former president has some firm beliefs on the role of leadership in a co-op—as in any membership organization. Asked whether an expression from the membership should be binding on the board (as in the celebrated hassle over whether the shelf-labeling vote at the recent annual meeting was an irrevocable mandate), Little replied that even such a membership expression "should not coerce a director into acting contrary to his better judgment."

He drew a parallel with the generally accepted axiom in government that a representative should not be a mere rubber stamp for the prejudices or whims of his constitu-

ents, that he is elected to guide and mold opinion, not just to reflect it. Little said he felt sure that a total referendum of the co-op's 40,000 members (as against the few hundred who show up at even the largest meeting) would vindicate his position.

The ex-president thinks the Berkeley Co-op is headed for tough sledding in the days

(This is the first in a series of articles based on in-depth interviews with leaders representing divergent points of view within the Berkeley Co-op. We shall not minimize the divisions plaguing the membership. On the contrary, it was felt that an honest and thorough airing of the key issues, as some of those who have played key roles in the co-op's recent activities see these issues, would result in a better informed membership and thus, hopefully, a membership more adequately equipped to cope with the ever-present problems. —EDITOR)

immediately ahead—"but not so much from the rebels within as from the hungry competitors without.

"Our economic life is at stake. The major chains are geared to drive us out of business if they can. And if all our members don't rally behind us that's where we'll find ourselves. We're the ones who are helping make the major chains honest; they don't like to be honest, and won't be if they can get away with it. The dissidents have done us a great disservice by criticizing us unreasonably, and thus distracting us from focusing our attention and energies on doing a better job in the market place. I hope they will see the error of their ways and rejoin the cooperative movement."

## Shattuck price survey

Shattuck price survey resulted in the following, with only two stores—besides the Shattuck Avenue Co-op—included. These were Safeway and Lucky.

In one of the two stores beef was not included because that store carries mixed grades of beef, while SA has only USDA Choice.

There is a rather sharp contrast between one store and the Co-op, while there is very little difference between Co-op and the other store. An ad hoc committee studying reasons behind this contrast is working closely with Management Committee. We hope to have the committee report soon.

Our survey reports include all stores surveyed. Recently we were asked if we dropped those which came out lower than the co-op. We do not drop any store. There have been times when our survey included more than two or three stores. We have sometimes included more stores because

1. A Co-op manager asks us to include additional stores, if he feels they offer serious competition.

2. Education assistants sometimes ask additional stores be included to answer specific comments from members.

3. In some shopping areas we find more than two or three stores offer competition or special services. But for most of our centers not more than three stores seem to be doing this. Actually we have found that it is usually only one or two.

4. A new store or new situation may cause us to include more stores. We have at times included two or three Safeway stores (or some other chain) to show that one of their stores may be offering lower prices in order to compete with a nearby discount store.

Anyone wishing to do a survey should contact the education office.

### Shattuck Price Survey (National Brand Names)

Store	Co-op Lower	Co-op Same	Co-op Higher	Co-op Lower (L) Higher (H)
A	32	30	45	\$ .16 (H)
B	16	30	60	3.60 (H)
(Store Off Brand Names)				
A	32	29	46	\$.04 (H)
B	21	24	66	3.55 (H)

In the table above the same kind of products were used, but instead of national brands any off-brand or house brand item was substituted. This meant that in the Co-op that the item often used was Co-op Green Label. No attempt was made in the results listed below to compare items as to quality.

— R. Frederick Christmann

## MUTUAL SERVICE

INSURANCE	COMPANIES
St. Paul, Minn.	Palo Alto, Calif.
Insurance for: Autos, Homes, Business, Life	
WALNUT CREEK DISTRICT Ken Moore, District Manager, 1529 Cypress, Walnut Creek.	939-2665
GEARY ROAD CENTER 1510 Geary Road, Walnut Creek Lionel Nephew.	935-5711
SOUTH MAIN CENTER 1295 South Main St., Walnut Creek Paul Adams.	939-2672
SAN FRANCISCO Leonard Batts, 1218 Fulton St.	346-4019
MARIN COUNTY Jerry Kresy, 57 Tamal Vista Blvd., Corte Madera.	924-3111

BERKELEY DISTRICT Mark Perlmutter, District Manager, 1654 University Ave., Berkeley.	845-6282
UNIVERSITY AVENUE CENTER 1414 University Ave., Berkeley	
Sig Cohn.	843-5474
Ron & Mary Lai, 1480 University Ave.	549-0111
Touko Ahonen, 1815 Vine St.	526-6664
SHATTUCK AVENUE CENTER 1550 Shattuck Ave., Berkeley	
Don Strong.	845-0251
John Muir.	849-1290
TELEGRAPH AVENUE CENTER 3000 Telegraph Ave., Berkeley	
Fred Lariviere.	843-1750
Asa Fujie.	845-2438
EL CERRITO CENTER 1767 Eastshore Blvd., El Cerrito	
Siraj Kadri.	233-5661
V. R. Reynolds.	841-4803
OAKLAND Ed & Camille Brunberg, 5700 Cabot Drive.	339-0304
CASTRO VALLEY CENTER 3667 Castro Valley Blvd.	
Bob Faisl.	357-0116
ALAMEDA HAYWARD Robert DeCelle, 276 Beach Rd., Alameda.	523-2264



## NOTES FOR FREEZER OWNERS:

A HINDQUARTER OF U.S.D.A. CHOICE BEEF WILL YIELD THE FOLLOWING APPROXIMATE AMOUNTS:

- 16 lbs. ROUNDSTEAK
- 11 lbs. SWISS STEAK
- 5 lbs. BONELESS RUMP
- 11 lbs. SIRLOIN TIP
- 17 lbs. SIRLOIN STEAK
- 17 lbs. T-BONE & PORTERHOUSE
- 2 lbs. FLANK STEAK
- 7 lbs. HEEL OF ROUND (Stew)
- 14 lbs. TRIMMINGS (for Ground Beef)
- 1 lb. KIDNEY
- 17 lbs. BONE
- 20 lbs. FAT
- 1 lb. CUTTING LOSS

A 145 pound HINDQUARTER at 78¢ per pound will cost a total of \$113.10.

This HINDQUARTER OF BEEF will yield 100 pounds of freezer beef at a cost of \$1.13 per pound.

Bones, wrapping and freezing are included in the total price you pay.

A FOREQUARTER OF U.S.D.A. CHOICE BEEF WILL YIELD THE FOLLOWING APPROXIMATE AMOUNTS:

- 22 lbs. CHUCK ROASTS
- 20 lbs. RIB ROASTS or STEAKS
- 20 lbs. GROUND BEEF
- 13 lbs. CROSS RIB ROASTS
- 10 lbs. STEW
- 10 lbs. PLATE SHORT RIBS
- 3 lbs. CHUCK SHORT RIBS
- 6 lbs. BRISKET
- 4 lbs. BARBECUE STEAKS
- 3 lbs. JEWISH FILET
- 3 lbs. SHANK (For Soup)
- 18 lbs. BONE
- 27 lbs. FAT
- 1 lb. CUTTING LOSS

a 160 pound FOREQUARTER at 51¢ per pound will cost a total of \$81.60.

This FOREQUARTER OF BEEF will yield 114 pounds of freezer beef at a cost of 72¢ per pound.

Bones, wrapping and freezing are included in the total price you pay.

Prepared by Mary Gullberg, Shattuck Avenue Home Economist.

IF YOU WANT TO FREEZE BEEF, BUYING THE CUTS YOU USE THE MOST WHILE THEY ARE ON SALE IS MORE SATISFACTORY THAN BUYING A WHOLE QUARTER OR SIDE OF BEEF.

Beef will keep at 0° F. for several months, but for most families with limited freezer space more rapid turnover is better. Many beef cuts will be on sale again in 4 to 6 weeks, and a freezer can be restocked as your favorites appear.

TO MAINTAIN MAXIMUM QUALITY:

WRAP MEAT TIGHTLY IN FREEZER PAPER, PLASTIC OR FOIL.

SET CONTROLS TO THE COLDEST POINT AND FREEZE QUICKLY... NEAR THE COILS IF POSSIBLE.

STORE AT 0° F. OR AS COLD AS POSSIBLE.

STORE AS SHORT A TIME AS POSSIBLE...ESPECIALLY GROUND BEEF OR STEW MEAT.

Prepared by Betsy Wood, University Avenue Home Economist.

# beef sale

★ ALL EXCESS FAT  
REMOVED

★ ALL EXCESS BONE  
REMOVED



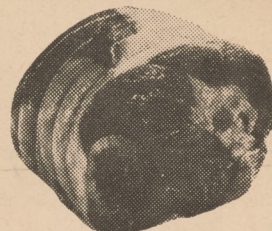
**CHUCK ROAST**  
**49¢**  
USDA CHOICE  
CENTER CUTS  
INCLUDED  
Regular 63¢  
Save 14¢ LB.

## USDA CHOICE STEAKS...

	Reg. Price Per lb.	Savings	Sale Price Per lb.
SWISS STEAK .....	.98	.10	.89
SIRLOIN TIP STEAK .....	1.23	.25	.98
CUBED STEAK .....	1.49	.20	1.29
BREAKFAST STEAK .....	1.59	.20	1.39
CHUCK STEAK .....	.73	.14	.59
NEW YORK STEAK .....	2.09	.40	1.69
FILLET MIGNON .....	2.59	.50	2.09
BARBECUE STEAK .....	1.19	.21	.98
CLUB FILLET .....	1.97	.30	1.67
RIB STEAK 7" Cut .....	1.23	.25	.98
TOP SIRLOIN Boneless ...	1.79	.30	1.49
ROUND STEAK Full Cut ...	.95	.10	.85
SIRLOIN STEAK .....	1.37	.20	1.17

## ROASTS AND BEEF CUTS...

STANDING RIB ROAST 7" ...	1.09	.14	.95
EYE OF ROUND ROAST .....	1.39	.20	1.19
BONELESS BRISKET .....	1.09	.11	.98
BOTTOM ROUND ROAST .....	.98	.09	.89
SHORT RIBS English .....	.65	.16	.49
BONELESS BEEF STEW .....	.89	.10	.79
PLATE BOILING BEEF .....	.29	.10	.19
BEEF SHANK .....	.55	.10	.45
BEEF NECK .....	.25	.10	.15



**X-RIB ROAST**  
USDA CHOICE BONELESS ROAST  
Regular 98¢  
Save 9¢  
LB. **89¢**



TOP  
**ROUND STEAK**  
USDA CHOICE BONELESS STEAK  
Regular 1.23  
Save 25¢  
LB. **98¢**

ALL STEAKS AND CHOPS AND MOST ROASTS ARE PACKAGED WITH "THE BETTER SIDE DOWN" SO YOU CAN SEE WHAT YOU ARE BUYING!



**T-BONE STEAK**  
USDA CHOICE - NO TAILS

Regular 1.57  
Save 34¢  
LB.

**1.23**



**REGULAR  
GROUND BEEF**

Reg. 49¢  
Save 10¢  
LB.

**39¢**

MEDIUM GROUND BEEF

Reg. 79¢ - Save 20¢ LB. 59¢

LEAN GROUND BEEF

Reg. 89¢ - Save 20¢ LB. 69¢

## U.S.D.A. STANDARD

UNIVERSITY AVENUE CENTER  
GEARY ROAD CENTER

	Reg. Price Per lb.	Savings	Sale Price Per lb.
TOP ROUND STEAK .....	1.09	.20	.89
SWISS STEAK .....	.93	.10	.83
SIRLOIN TIP STEAK .....	1.09	.20	.89
CUBED STEAK .....	1.39	.20	1.19
BREAKFAST STEAK .....	1.49	.20	1.29
CHUCK STEAK .....	.69	.14	.55
T-BONE STEAK .....	1.45	.31	1.14
NEW YORK STEAK .....	1.98	.49	1.49
FILLET MIGNON .....	2.39	.40	1.99
BARBECUE STEAK .....	1.09	.20	.89
CLUB FILLET .....	1.87	.30	1.57
RIB STEAK 7" Cut .....	1.09	.16	.93
TOP SIRLOIN Boneless ...	1.59	.20	1.39
ROUND STEAK Full Cut ...	.89	.10	.79
SIRLOIN Full Cut .....	1.19	.12	1.07

CHUCK ROAST .....	.59	.14	.45
CROSS RIB ROAST .....	.89	.06	.83
STANDING RIB ROAST .....	.95	.06	.89
EYE OF ROUND ROAST .....	1.19	.10	1.09
BONELESS BRISKET .....	.98	.09	.89
BOTTOM ROUND ROAST .....	.89	.06	.83
SHORT RIBS English Cut..	.59	.14	.45
BONELESS BEEF STEW .....	.83	.08	.75
PLATE BOILING BEEF .....	.25	.10	.15
BEEF SHANK .....	.49	.10	.39
BEEF NECK .....	.23	.10	.13





# BEST BUYS OF THE WEEK

PLANTERS PEANUT OIL	37¢
12 oz. Bottle (41¢) .....	2/69¢
PRUNE JUICE Sunnyfarm Brand	
24 oz. Bottle (39¢) .....	2/19¢
PINEAPPLE JUICE Co-op Red Label	
12 oz. tins (2/25¢) .....	39¢
CHRIS AND PITTS BARBECUE SAUCE	
Regular or Hot - 12 oz. (45¢) .....	49¢
OREO CREME SANDWICH COOKIES	
Nabisco - 1 lb. pkg. (53¢) .....	2/45¢
CO-OP INSTANT PUDDINGS	
Chocolate, Butterscotch or Vanilla	
2 - 4 oz. Envelopes per pkg. (25¢) .....	

**SALAD OIL**

CO-OP QUARTS (Not 24 oz.)

**NAPKINS**

MARCAL WHITE or ASSORTED COLORS

**APPLESAUCE**

CO-OP RED LABEL - 2

**MARGARINE**

CO-OP - 1 LB. (18¢)

**CATSUP**

CO-OP RED LABEL - 14 OZ. (2/43¢)

**\* CHARCOAL**

OAKBURN BRIQUETS - 10

## NON-FOOD ITEMS

### HEALTH & BEAUTY AIDS

ALL FOODSTORES, SHATTUCK HARDWARE-DRUG-VARIETY and at UNIVERSITY DRUG-VARIETY

AQUA NET HAIR SPRAY	
Regular, Super or Unscented	
13 oz. can (99¢) .....	.55
CO-OP MULTIPLE VITAMINS	
100 Count (89¢) .....	.59
REEF MOUTHWASH	
14 oz. bottle (98¢) .....	.69
CO-OP COUGH SYRUP	
6 oz. bottle (1.07) .....	.69
JOHNSON'S BABY OIL	
10 oz. (98¢) .....	.69

## UNIVERSITY DRUG VARIETY

1432 UNIVERSITY AVE., BERKELEY  
 VARIETY HOURS: 9 to 6:30 Daily  
 Closed Sundays  
 PHONE: 843-9300  
 PHARMACY HOURS: 9:30 to 6:30  
 Closed Sundays  
 PHONE: 849-2622

### & GEARY ROAD VARIETY

BOXED FILLER PAPER	
Warehouse closeout. 500 Ct. ....	.89
#10 SIZE ENVELOPES	
50 Count (49¢) .....	.29
#2 PENCILS IN PACKAGE	
10 in Pak (35¢) .....	.19
MODELINE CLAY Reg. 55¢ .....	.29

## ALL FOOD CENTERS

AND AT BOTH DRUG-VARIETY CENTERS

8 1/2" x 11" SCRATCH PADS	
Reject Filler Paper - 100 Ct. ....	.19
SET OF 3 WOODEN SPOONS .....	.29

SMOKY ZEST SLICED BACON	
1 pound cello pkg. (89¢) .....	1b. 79¢
ALL MEAT FRANKS	
Allan's (65¢) or Dubuque (69¢) .....	1b. 59¢
SAAG'S KNOCKWURST (99¢) .....	1b. 69¢

CAPRI LUNCHEON MEATS	
All packages on sale at .....	10¢ OFF
LONGHORN CHEESE	
Random weights (95¢) .....	1b. 69¢

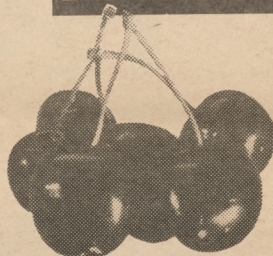
EL FARO CORN TORTILLAS	
Package of 12 (2/29¢) .....	2/25¢

CHUCKWAGON GELATIN SALADS	
Fruit, Grapefruit-Lime, Hawaiian, Mandarin, Pineapple-Carrot, Pineapple Tapioca, Raspberry Whip, Strawberry Surprise, Waldorf - 15 oz. (39¢) .....	35¢

### FISH DEPARTMENT SPECIAL

FROZEN SWORDFISH	
By the Piece .....	1b. 59¢
Sliced .....	1b. 69¢

## Fresh Produce Buys

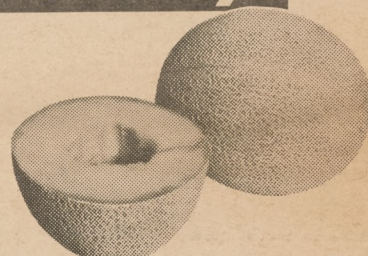


**CHERRIES**

NEW CROP SWEET AND TASTY

**49¢**

LB.



**MELONS**

SWEET CANTALOUPE FROM CALIFORNIA AND ARIZONA

**19¢**

EACH

**\* THIS IS THE SECOND SUPPLIER. OUR EXCELLENT VALUE.**

CO-OP LIQUID CHAR  
 Quarts (37¢) ..

**ICE CREAM  
 ORANGE  
 LEMON  
 FRUIT**

HAWAIIAN  
 MUSK  
 SLICED  
 VAL



# WEEK

**CO-OP SPECIALS GOOD ALL WEEK  
MONDAY THRU SUNDAY ...**

JUNE 12 THRU 18, 1967

Not 24 oz.) Reg. 55¢

**39¢**

D COLORS 80 COUNT (12¢)

**10¢**

D LABEL - 24 OZ. (35¢)

**29¢**

LB. (18¢)

**2 FOR 33¢**

OZ. (2/43¢)

**6 FOR \$1**

QUETS - 10 POUND

**59¢**

S THE SECOND LABEL FROM A MAJOR CHARCOAL  
ER. OUR USE TESTS SHOW IT TO BE AN  
ENT VALUE.

LIQUID CHARCOAL LIGHTER

ts (37¢) ..... 29¢

## Frozen Foods

**E CREAM**

VALLEY GOLD PEACH ONLY  
HALF GALLON (89¢)

**69¢**

**RANGE JUICE**

CO-OP 12 OZ.  
Real from  
Florida (31¢)

**27¢**

**MONADE**

CO-OP - 6 OZ. (2/25¢)

**10¢**

**FRUIT PIES**

SIMPLE SIMON (69¢)

**59¢**

APPLE, APRICOT, COCONUT CUSTARD, CRUSTOP LEMON, CUSTARD, PEACH  
or PINEAPPLE. 32 and 34 oz.

BLACKBERRY, BLUEBERRY, BOYSENBERRY or CHERRY (75¢) ..... 69¢

HAWAIIAN PUNCH 46 oz. tins (39¢) ..... 3 for \$1  
MUSHROOM STEMS AND PIECES Co-op - 4 oz. tins (35¢) ..... 3 for 79¢  
SLICED PINEAPPLE Co-op Red Label - 7 oz. (2/41¢) ..... 3 for 49¢  
VALLEY GOLD WHIPPING CREAM Half Pints (36¢) ..... 2 for 69¢

### ITALIAN RED ONIONS

Sweet onions ideal for  
salads. New crop from  
California..... 2 lbs. 29¢

### LONG WHITE POTATOES

U.S. #1 California  
grown. Cello Bag.. 10 lbs. 39¢

### SALAD GREENS

Red Lettuce, Butter  
Lettuce or Australian  
Lettuce..... 3 hds. 29¢

OUR PRODUCE IS SELECTED FOR QUALITY  
AND FRESHNESS... WITH THE CONSUMER IN MIND!

**CO-OP**



## CO-OP BAKERY

EL CERRITO CENTER  
UNIVERSITY AVENUE CENTER  
SHATTUCK AVENUE CENTER

### ENGLISH MUFFIN BREAD

16 ounce loaf  
Regular 35¢ **30¢**

## DRUG-VARIETY CENTER

1607 SHATTUCK AVE., BERKELEY 548-1122  
Open 9 to 7 Daily - Sunday 10 to 6  
THIS INCLUDES PHARMACY!

### 18/8 STAINLESS STEEL TABLEWARE

50 Piece service for eight in  
two attractive patterns..... 12.95

### 6 QUART "REGAL" MIXING BOWL

Stainless Steel with ring  
handle..... 2.49

### INSULATED FOOD JARS

Ideal for lunches - 5½ oz..... .69

### HARDWOOD CUTTING BOARDS

Large size..... 1.99

### DISH CLOTHS

..... .13

### PLASTIC YARD BASKET

2-1/2 Bushel size..... 3.49

### GARDEN HOSE HANGER

Steel construction..... .59

### CANNON BATH TOWELS

Assorted colors..... .88

### SIZE 6-3/4 ENVELOPES

100 Count Package (49¢) ..... .29

### MONTEREY PINES

In 4" pots..... .49

### MARGUERITES

..... .17



IT'S NEW!  
IT'S NEWS!

**ANNOUNCING**

addition of a  
**children's  
section**

at our  
**SHATTUCK HARDWARE-  
DRUG-VARIETY**

on the  
**Mezzanine**

**OPENING  
SOON  
IN JUNE**





# News from our Centers

## CASTRO VALLEY

Guitar classes will resume June 14 with instructor Claudia Mullen. Beginners come at 7 p.m., intermediates, 8 p.m. Cost is \$10 for six lessons. Registration for the beginning class starts at 6:30. If you have any questions call Mrs. Claudia Mullen, 534-9789.

CV Center Council is planning a retreat for later this month. The retreat will be unstructured but on the theme of what are the functions of a Center Council.

The Council in April endorsed 10-cent coffee for our coffee bar.

Bill Prieur, a councilman elected in 1964, submitted his resignation to the council at its May meeting. Bill and his family are moving to San Francisco.

At CV Flea Market, held May 20, over \$800 in goods were exchanged by the more than 50 sellers and 500 browsers and buyers.

Our apologies to any member or shopper inconvenienced by the lack of parking during the Flea Market. We're working on a better system for next time.

In reply to the many requests about Mrs. Shallot's dress designing class: Classes are Basic Dress Design and Basic Pattern Design. Each class is conducted separately; Dress Design should be taken first.

The cost is \$35 for 10 three-hour classes, held both in the afternoon and evening. If you wish more information leave your name and address with our Education Assistant.

Only at the Co-op is the theme of our CV fifth anniversary. Very extra specials are promised in all departments Monday, Tuesday, and Wednesday of each week in June. (These specials, not advertised, will be at CV only.)

One dollar more a week from every shopper in our CV center would put our center over the top. A buck more per week is all it will take.

## SHATTUCK AVENUE

For you special dieters and weight watchers: our coffee bar is serving diet drinks and will introduce other additions to the menu as time goes on.

Arts and Crafts Co-op will hold its annual art sale in the Shattuck Avenue parking lot on July 4. This is always an attractive and unusual show so plan to stay in town for this holiday.

SA folk guitar classes start this Wednesday, June 14. Beginners come at 7 p.m., and intermediates at 8 p.m., with an advanced class at 9 p.m. Cost is \$10 for six weeks. For additional information call Vangie Elkins at LA 6-4053, evenings.

## UNIVERSITY AVENUE

Sonia Turman announces a new series of classes in folk guitar, beginning Tuesday evening, June 20. Beginners meet at 7 p.m., and advanced beginners at 8 p.m. This series will conclude on August 1. No classes will be held during the week of July 4.

Also, if enough interest is shown in rock style guitar classes, we can arrange this for Saturdays. There's a sign-up sheet on the bulletin board. Let us hear from you right away so that arrangements can be made.

Please remember our paperback book rack! Share your books with other Co-op members who would appreciate good summer reading, and help build up our scholarship and campership funds, as well.

## EL CERRITO

A new series of folk guitar classes starts Thursday, June 22: beginners at 7 p.m. and intermediates at 8 p.m. Six lessons cost \$10. If you have questions phone Sonia Turman, 524-9449. No advance sign-up is needed, but come early to register at the first meeting.

Our Cake Decorating classes will continue through the summer—advanced at 10 a.m., and a new series for beginners Thursday afternoons, 1 to 3 p.m., starting July 13. Cost is \$5 for 10 two-hour lessons. Advance

sign-up with the education assistant, 235-5961, is required.

A group of teenage mothers tours our store today (June 12) with Mary Ruth Nelson, our former home economist, and Dorothy Ayres and Sylvia Falcon, both members of EC Consumer Information Committee. Their tour will include information on low cost foods for health and stretching the food dollar.

It's cherry pit time again, so please don't throw them on the floor. Every year, as the season for cherries, peaches, grapes, comes along, so do the fruit tasters. It's bad enough that we can't stop the shoplifting, but to have the added hazard of customers getting hurt is worse. Do walk with care.

## GEARY ROAD

A few weeks ago Mr. and Mrs. H. C. Fowler of Martinez appeared at the Education desk at GR carrying bottles of Co-op Green Label and Red Label Instant Coffee. Their question was, "Since there's a difference in price, there must be a difference in quality—what is it?"

They discussed the possibility that there were probably two different blends and that one couldn't know in advance which would prove preferable.

As a result they left GR with a bottle of each. They agreed to return after doing some blindfolded tests involving both labels—tests in which the person doing the tasting wouldn't know until after he'd rendered a choice from which label that particular cup had been made. The result is in and next week it'll appear in the Co-op NEWS!

Guitar students can catch a breath between classes this week. But next Wednesday, June 21, Sonia Turman will start another series of six classes. The price will remain \$15 for the series of six lessons. Hours are the same too: 7 p.m. for beginners and 8 p.m. for intermediate students.

Hopefully, no one is confused because Sonia disappears from the big meeting room upstairs after working with the beginners only to meet the intermediates at 8 p.m. in the Kiddie Korral! This is a nuisance for Sonia (and probably for some of her students at times) but she has willingly cooperated in this change to make way for such large groups as Beta Sigma Phi, whose meetings don't start until 8 p.m.

## MARIN

Our frozen food bags with Co-op advertising imprinted do double duty. Wendell Ames, Redwood High School teacher, complains to his wife if she forgets to use them for his lunch.

At its last meeting Marin Center Council spent a great deal of time discussing how to narrow the communication gap between the leadership and the member-owner. Another concern was how do we get needed information from Berkeley prior to the meetings so that we can discuss it here.

Several suggestions came from Council discussion. Jackie Parnell, who is attending University of California, will pick up board packets in Berkeley as soon as they are ready, and bring them back to Marin. They will then be mailed immediately to Council members who provide us self-addressed, stamped envelopes. Various pages from the Board packet will be placed on the bulletin board. Posters and signs emphasizing what's going on in the Co-op will be placed in prominent places.

From Marin Manager's report: "The second stage has been started and we hope it is completed by early October. We should be planning for a complete Center Grand Opening. Now that the construction workers are back on the job many minor problems in our present center will be taken care of. We are working on floor layouts for the liquor store, food store rearrangement and considering plans for a drug store.

The customer-count should be higher to take on the latter project. What do you think about a drugstore in the second phase? Would you support it? And to what extent? These are vital factors in planning. Tell us what you think.

Now on display on our gallery wall is Kindergarten for Mentally Retarded. This is worth a slight detour on your next shopping trip.



PAUL HUGHES, nominated by the Marin Center Council and elected to the Co-op Nominating Committee by 130 votes—along with Bill Fuller, Jack Green, Owen Hughes and Ardith Kenney—is ready for members' suggestions as to possible board of directors candidates. This Nominating Committee, elected May 26, is expected to have its first meeting soon.

## Consumers organize in D.C.

WASHINGTON (CNS)—A National Consumer Federation which would link national consumer-oriented organizations and state, regional, county and city consumer groups will be established soon with headquarters here.

The decision to set up the federation followed a meeting of the steering committee for Consumer Assembly '67, a two-day conference on consumer affairs to be held here November 2 and 3.

Jerry Voorhis, Cooperative League consultant, is chairman of the continuations committee of the Illinois Consumer Conference, which seeks to form a permanent statewide association expected to become part of the federation.

## Cooperation

By Carlyle Hodgkin,

Director of Information  
Cooperative League of the USA

IF YOU ARE A WOMAN, you may play the roles both of wife and mother. If you are a man, you may be both husband and father. Of course each of you has many other roles, such as neighbor, counselor, church member, president of the women's club, coach of the little league, secretary of the county conservation committee, et cetera. But two are enough for now.

If you are a member of a cooperative, you have participating roles in two different business systems, one within the other. For cooperatives are a system within a system.

They are a loose system, to be sure—sort of like a sieve. Much in-and-out movement takes place. People become active members, turn inactive—often because of a job or residence—and then become active again. People come into cooperatives to work, and people who have worked in cooperatives take jobs elsewhere.

Also, farmers, fishermen, and other businessmen use their cooperatives as purchasing, service, and marketing adjuncts of their own individual profit-seeking, while others use them to get more mileage out of money they have earned by working for somebody else.

But sieve-like and incomplete system that they are, cooperatives are a not-for-profit system operating within the profit system.

The test is that the cooperatives, like the profit system, have their own set of satellite institutions. The cooperatives have their own press; their own educational system—education, or member relations, directors, training schools; their own set of organizations for professional workers—Cooperative Management Development, Cooperative Editorial Association, Association for Cooper-

ative Education; their own financing agencies; and to some extent their own social life—youth camps, adults' camps, neighborhood nights, kitchen conferences, summer picnics.

NOW WE COME BACK to you and your roles.

As a co-op member, you participate in a system of economic-activity-for-service that operates within, and is complementary to, the more general system of economic-activity-for-profit. You do this in some way—by living in a housing cooperative and buying food and drugs at the accompanying cooperative stores; by providing your family's medical care in a group health association; by saving and borrowing in a credit union; by buying farm production supplies, including electricity, from cooperatives.

Why do we have both systems? You could answer that by citing examples, historical and current, of price gouging, monopolizing, quality cutting, fraudulent grading, and other dishonest practices. But let it suffice to say that the profit system, granting all its advantages, is subject to excesses for which the not-for-profit system is a cure.

When you support a cooperative, you support a system that not only works directly for you but helps to make the profit system work better for everybody. Cooperatives provide the well-known "agriculture" effect. They help, as Secretary of Agriculture Freeman said recently, to "keep the competition honest."

As an active, conscientious cooperator, you operate simultaneously in two systems rather than one. This means that you operate at a higher level of economic citizenship than otherwise. You do more than look after No. 1, necessary and important as that is. You take part, a responsible part, in making an economic "climate" in which everyone can have a better chance.

## A big investment in people

By Fenton Hughes

Co-op Personnel Director

In our modern self-service supermarkets, the grocery checker may be the only Co-op employee with whom the customer comes in contact. Since we all tend to judge big organizations by their human representatives, the efficiency and cheerfulness with which the checker handles the customer may determine his whole attitude toward Co-op.

We have always been fortunate in our ability to attract and retain superior checkstand employees. However, considering the critical importance of this group of people, we have probably been short-changing ourselves by making inadequate provision for training them. Our training in recent years has been done at store level, under pressure of ongoing business, and has emphasized the bare mechanics of checkstand operation.

Most of us who work for a living know what we want from our jobs (aside from money, of course): pride in our job skills, a feeling that we are an important member of the work team, and assurance that the overall goals of our organization are worthwhile.

We are going to work hard at developing these satisfactions in our own checkstand employees. Our first step, beginning June 19, will be an ambitious training program for all of our checkout people, both new and old. Each course will last for 3 full work days, and will be held away from the Centers and the pressure of everyday work.

Of course, we will cover in depth proper cash register technique, bagging, and the multitude of other technical details of check-

out operations. Perhaps even more important, we will try to impart a real understanding of our grocery operations, so each person knows his part in our business, and knows the "why" behind the many rules and procedures which he must follow. Last, of course, we will tell the Co-op story: why we exist, what we hope to accomplish, and where we hope to go from here.

This will be an expensive program: the cost per employee will range from \$50 to \$80, depending on his wage rate. Some might question the wisdom of such expenditure, since our financial position is tight. My own view, though, is that this is just the time when we should be making substantial investments in our most important resource: our employees. Improvements in job skill and morale among our checkstand employees will more than repay our investment.





# More: Arvid Nelson, Co-op Member Number 2, dies

(Concluded from page 1.)

and University, on a corner lot they bought for \$4,000, to be next to the CCB food store. One Sunday Nelson and other BCU officials walked around the neighborhood getting signatures on a petition asking a zoning change to allow a service station to come in. "Many signed because they didn't want a liquor store there," Nelson recalled. Some also joined BCU — proving Arvid's faith in spreading cooperation by word of mouth.

Nelson was secretary of the first BCU Board of Directors. Present CCB President Carroll Melbin was added on the second board to get representation from non-Finnish cooperators. Nelson at first wanted BCU to conduct meetings in Finnish, but using English from the first broadened BCU's membership base.

Nelson was one of the most active members of the BCU; he also was active (as Member No. 120) in Pacific Cooperative Services. His truck helped Manager Robert March move the food store inventory from Dwight Way and Shattuck to 1715 McGee in January, 1938, "in about two loads."

When PCS became the Consumers Cooperative of Berkeley, which opened its "big, new" food store at 1414 University Avenue in July, 1940, Nelson painted the word CO-OPERATIVE on the front and a big Circle Pines emblem on the side. He painted the words "Hardware," "Paints," and "Appliances" on the front of the BCU's hardware store, which opened just as Pearl Harbor and the U. S. entry into World War II cut off many hardware — and grocery — supplies.

When the draft took employees, Nelson

for a time managed the BCU hardware at a dollar an hour, with the help of volunteers. He also carried on co-op educational work during the war, and was BCU's liaison man with CCB, a co-op volunteer of the time recalled.

For a time Nelson edited the *Associated Cooperator* after the editor had quit, and "until they could get someone else." He also designed and printed the wholesale's *Co-op* puffed wheat label.

After D Day and the Allied advance in Western Europe, Nelson worked in New York for the Voice of America for some months. He later edited a social-democratic paper in Massachusetts.

Back in Berkeley, BCU and CCB were talking merger. In Nelsons' home on Allston Way Eugene Mannila — BCU's manager with time out for Air Force duty in the U. S. — was interviewed for the job of general manager. Mannila was regarded by Nelson and others as the one man who could unite the Finnish BCU group and the largely non-Finnish CCB members after merger. Nelson was a member of the first CCB board of directors after merger.

He often found himself on co-op boards and committees — often as secretary. In his co-op work Nelson is remembered by many for his writing and editing of co-op and other papers, for having sound judgment, for trying "to get along with all groups" by avoiding non-co-op stands, for being slow to anger, but also for speaking up forcefully when he felt strongly about an issue.

But being available to do a job for the co-op was a trait for which Nelson has been remembered by many of his fellow-cooperators. He would edit a paper "until you can find someone else," or run the hardware, or get out a leaflet, or take minutes.

His widow, Helmi, is the same way. She has poured coffee, made lunch and helped with the program at many a co-op meeting. For a time she ran the employees' lunchroom at the University Avenue Center.

"I was a co-op girl in Finland, and I'll help the Co-op again if I'm needed," she said the other day.

Besides his widow, Arvid Nelson is survived by two sons and their families: Armand, an auto mechanic in Berkeley, and Allan, a career diplomatic service employee who came home for the funeral from his post as information officer in the U. S. Embassy in Nicosia, Cyprus, near the present Middle East crisis area.

The Nelsons lived for years on Hearst Avenue. When Bay Area Rapid Transit District bought their house and others in the area to be razed for the BART subway, the Nelsons moved to Ukiah for 20 months. They returned to a house on Curtis Street, Berkeley, about three months ago. — Fred Nora



ARVID NELSON, Berkeley Co-op Member Number Two and a pioneer in both CCB and in Berkeley Co-op Union—the two local co-ops which merged in 1947—breaks a pick into the old parking lot (site of the service station until 1951) to inaugurate construction of the present persimmon-and-ivory University Avenue food store. Lookers-on include Augusta Trumpler, a CCB founder; Jerry Voorhis, then executive secretary of the Cooperative League of the USA; J. Richard Johnston, former president of CCB; Stan Brown, Laile Bartlett, Gene Mannila, Vivian Hahn, Hachiro Yuasa, and other Co-op leaders.

Here's to your health —

## Insect stings

By W. A. McColl, M. D.

Group Health Cooperative, Puget Sound

Insect stings can be very nasty. Reactions to them fall into three categories: those that cause no reaction; those that produce swelling and tenderness of the bitten part, usually the following day; and those immediate dramatic reactions of shock, collapse, and sometimes death. There are also the intermediate reactions of hives, itchiness and lightheadedness that are usually short-lived.

Most of the reactions seen are those where the arm or hand swells up several hours after the bite and may remain swollen for several days. These swellings look much worse than they really are, and, except for the inconvenience they cause, require no treatment.

For those of you who react more strongly, and whose reactions are progressively more severe with each bite, some other measures should be taken. Consult your personal physician. He may feel that simply being armed with an antihistamine is enough. He may wish you to carry an emergency kit and be familiar with its use. Or he may think that the time has come to give you a series of injections with an anti-venin made from a whole group of stinging insects. For all practical purposes, the stings of bees, wasps, hornets, and yellow-jackets can be considered the same.

**Much can be done in prevention.** If you are sensitive to stings, avoid suntan oils, powders, perfumes, and other scented cosmetics. Wear white clothing rather than bright-colored materials, and expose as little of your skin as is practical. Wear shoes rather than sandals and avoid walking out-of-doors barefooted.

Insects are most likely to sting on bright warm days after a shower, when the nectars have been washed from the blossoms. Steer clear of bright flowers and shrubs where insects are at work. If any nests can be found, have someone else eliminate them.

Clover in the lawn should be killed or kept mowed so that blossoms do not appear.

**If the stinger is still present after a sting,** it should be scraped from the skin. The stinger is shaped like a medicine dropper, with the venom in the bulb. Attempts to remove the stinger by squeezing it merely serve to inject whatever venom remains in the bulb.

An application of cold over the site of the sting will slow up the rate of absorption and help to avoid the immediate type of reaction. The use of an antihistamine may also be of some value. If distress increases, head for a nearby hospital or physician's office, particularly if there is a history of past troubles.

Unfortunately, there is no repellent against stinging insects.



BERKELEY CO-OP MEMBERS Numbers Two and Three —Arvid Nelson (who died May 30) and his friend Tauno Ahonen—broke ground for construction of

## Buying furniture?

By Anne Frentz

Did you know the Co-op maintains a referral service through which you can buy furniture at near-to-wholesale prices? Peck and Hills, 701-66th Avenue, Oakland (632-6027), is a wholesale furniture store who sells to retail establishments and to employees and members of organizations who make arrangements with them. Furthermore, all purchases made at Peck and Hills will be counted towards Co-op purchases for patronage refunds.

Peck and Hills maintains a large showroom stocked primarily with the latest in furniture styles. They also order from a tremendous selection of catalogs and manufacturers. Most of their furniture comes from South Carolina and is of high quality. They carry no rugs or appliances. Some major brands, such as Drexel, are franchised and are not carried by wholesalers.

The Co-op recently asked me to do a price survey on Peck and Hills, compared with good furniture establishments who sell at retail. I found that on nearly every item prices are significantly lower at Peck and

CCB's Geary Road center in Walnut Creek on October 2, 1957. This was Co-op's second center—and the first outside Berkeley. (Photo by Clifton)



ARVID NELSON, Berkeley Co-op Member Number Two (left), joined with Dr. Henry Erdman, Clarence Stone, Augusta Trumpler, Mrs. Erdman, Dr. Robert A. Gar-

don, and Tauno Ahonen—co-op pioneers all—to break ground in 1959 for construction of CCB's Shattuck Avenue Center.

Hills. However, if one buys on sale, one can often match Peck and Hills prices.

Shopping there is not, unfortunately, the same as shopping at a retail establishment. All prices are in code, and we suspect there may be several price structures, depending on the position of the buyer as a merchant or a consumer. You will need to have a salesman trail along after you, giving out information on prices, options, etc., as no information is printed for shoppers. However, if you can manage this inconvenience, genuine values abound.

There is another wholesale establishment which utilizes much the same methods, except that the Co-op is in no way associated with it. It is Western Contract Furnishers, 44th and Broadway. Anyone may shop there, and, although the receptionist is a bit frosty, the salesmen are very helpful.

You might wish to first shop at retail establishments, write down model numbers and manufacturers, and then call these wholesalers.

Copies of the survey and extended notes are available for reference at Co-op education desks.



# Fats in your diet

By Susan Kayman, home economist,  
Aldridge Park Co-op, Chicago

The most recent studies relating diet to heart disease have demonstrated that diets low in hard fats and cholesterol (as are found in animal products, such meats, eggs, cream, butter, and cheese) can usually bring blood cholesterol levels down. The amount of cholesterol in the blood is believed to be one of the significant factors in causing heart disease. However, is it feasible for men and women to all alter their diets? If they do, will they actually have fewer heart attacks? These critical questions are answered only with huge trial studies, which are still in their beginning stages. Evidence from smaller test studies does imply that the risk of heart disease will be decreased if the diet

fat-marbled beef or lamb. Pork is a high fat meat, to be used in moderation, while veal is a leaner type of meat. Skim milk and limited portions of ice milk or sherbet are good substitutes for whole milk or ice cream.

When choosing foods low in saturated fats, do not be misled by some of the advertising claims of margarine and oil companies. Although a margarine may be "made with liquid corn oil" or "100% liquid safflower oil," the margarine is not necessarily as low in saturated fat as the advertisement claims. In order to manufacture an acceptable table spread it is necessary to change the original liquid oil into a more saturated form. The margarine companies do not give information as to the degree of saturation of their product after it is in its marketable form. As with other foods eaten, most margarines should be used in moderation, regardless of claims.

Evidence implies that if a program of cutting down on quantity of food, as well as modifying the type of fat eaten, is undertaken when a family is young and food habits are forming, that the members of the family will later have healthier hearts. Of course it is best to consult your doctor before making any extensive diet changes, but it may certainly be wise to consider some



low in saturated fat and cholesterol. Modification of the kind of fat eaten is only one of the steps suggested. It is equally important to control the number of calories eaten to prevent obesity or overweight, to stop smoking, and to exercise moderately and regularly.

If you decide that you would like to follow recent recommendations by the American Heart Association to raise the proportion of polyunsaturated fats (vegetable

oil) to emphasize that the significance of research on the relation between diet and heart attacks still is uncertain. There are many unanswered questions. Some medical groups suggest diet changes for the general population, others confine their diet recommendations to patients with a high risk of getting heart attack. We do know that it is important to avoid overweight and that a fair amount of physical activity is beneficial to one's health.)

(s) as compared to saturated fats (animal or hard fats) in the diet, you must be sure to have a balanced diet. Diet changes should be drastic, and you could harm yourself by cutting out essential foods. Instead of eating certain foods out of your diet, modify types of foods eaten as well as the amounts. For example, include more fish and chicken, especially white meat, and less

## Calendar

All events in Center's meeting room unless otherwise specified, with Centers designated as follows: A, University Avenue; SA, Shattuck Avenue; TA, Telegraph Avenue; EC, El Cerrito; GR, Geary Road; M, South Main; CV, Castro Valley; and M, Marin. Check local Center bulletin boards for other activities.)

### THIS WEEK

- 2—Co-op Board of Directors, 7:30 p.m., GR.
- BART Hearing, 8 p.m., Whittier School Auditorium, Milvia and Lincoln, Berkeley.
- 4—GR Center Council, 7:45 p.m., GR little room.
- 5—Public Forum Tables Hearing, 7 p.m., CV.
- CV Center Council, 8 p.m., CV.
- Co-op Future Plans Committee, 8 p.m., UA.
- Twin Pines Federal Savings & Loan Association Board of Directors, 8 p.m., TP office.
- 6—Aldridge Players West Co-op Benefit Plays, 8:30 p.m., Berkeley High School West Campus Auditorium, University and Bonar, Berkeley.
- 17—Aldridge Players West Co-op Benefit Plays (same as above).

### COMING UP

- 19—Co-op Management Committee, 7 p.m., UA.
- 20—SA Center Council, 7:45 p.m., SA.
- 22—Co-op Member Relations Committee, 8 p.m., UA.
- 26—Co-op Board of Directors, 7:30 p.m., UA.



"HERE'S to the victor and the vanquished . . . top dog and bottom dog . . . sometimes it's hard to tell which is which," is the toast which sums up Happy Ending, Douglas Turner Ward's social satire on domestics who con their employers, an adult comedy which pokes fun at both. Aldridge Players

Teddy Davis, Marguerite Ray, and Elton Wolfe toast "the victor and the vanquished." Two Co-op-sponsored performances will be presented June 16 and 17 (this Friday and Saturday) at 8:30 p.m. at Berkeley High School West Campus Auditorium, University and Bonar. (Photo by Clifton)

modifications for the future protection of your family.—Reprinted from *Evergreen*, Mid-April, 1967.

## Co-op news from all over

### 'Deceitful practices'

NEW YORK CITY (CNS) — The Metropolitan New York Consumer Council, in a 56-page report, accused the food industry here May 11 of widespread overcharging, short-weighting, questionable advertising and "other deceitful practices."

The council's report was based on a six-month study of 40 New York supermarkets by 200 volunteer field workers and 20 consumer experts, according to Ralph R. Reuter, council president. He said the study had found that in New York City "there is no relationship of prices to actual costs of food," and that "these prices are out of line with prices in stores within an area of 250 miles outside the city."

Packaged meat, fish and poultry were found marked to include the weight of the container, water, blood and fat as part of the total weight for which customers were charged, Reuter declared.

Gerard M. Weisberg, New York City's commissioner of markets, told a New York Times reporter that he had not seen the council report but that he welcomed it. "I respect Mr. Reuter and his organization, and I encourage this kind of study," he said.

But William G. Hilderbrand, executive director of the New York State Food Merchants Association, said the "wild charges" made by the consumer council "paint a picture of an American way of life in which all food men are thieves, 200 million American consumers are either stupid or unconcerned, and thousands of dedicated government workers at city, state and federal levels are negligent or inefficient."

Among recommendations contained in the consumer council report were:

- abolition of food stamps, "which add 6% to the cost of food";
- establishment of a consumer department of cabinet rank at federal, state and local levels;
- freezing of food prices by the government to help curb inflation;
- establishment of government yardsticks at all levels of food production and marketing.

The Metropolitan New York Consumer Council represents 170 organizations—mostly labor unions and cooperatives—with a total membership of two million.

### Betty at bat

WASHINGTON, D. C. (CNS) — The President's newest "consumer spokesman," Betty Furness, made her debut on Capitol Hill May 4 when she appeared before a Senate subcommittee which proposed amendments to the Flammable Fabrics Act.

Miss Furness told members of the Consumers Subcommittee of the Senate Commerce Committee that legislation was a "vital necessity" if the terrible toll of fires in the home—including 150,000 annual clothing fires—is to be checked.

The bill, S. 1003, was introduced by Senators Warren G. Magnuson of Washington and Harrison Williams of New Jersey. Senator Magnuson is chairman of the full Commerce Committee.

The new bill would amend the original Flammable Fabrics Act of 1953 to increase the protection afforded consumers against injurious flammable fabrics.

It was pointed out in testimony by Miss Furness and others that "low-income people suffer much more" because they buy cheaper clothing and rely more on space heating.

One committee witness testified that his daughter was burned and disfigured when her blouse, made of a cotton material now considered "safe" under present law, caught fire when a match accidentally touched it. The child has undergone many plastic surgery operations and has more to go, he said. In addition, she now has begun psychiatric treatments for a condition caused in part by the burns.

A medical doctor pointed out to the subcommittee that careful questioning of parents and children involved in major clothing burns indicated the difficulty of informing these people about the benefits of non-flammable clothing.

## Lorraine Crawford New Exhibition of Paintings

(through July 1)  
ARTS & CRAFTS CO-OP  
Brickwall Gallery  
1652 Shattuck Ave., Berkeley  
843-2527

## Co-op to stock 'mildest' cigarettes; ratings listed

The two brands of cigarettes that clog up your lungs the slowest (top two on table below) will be ordered by the Co-op, according to Buyer Joe Hammerquist.

U.S. Consumer, published biweekly by Consumer News Service, Inc., 601 National Press Building, Washington, D.C. 20004, recently ran a tabulation of tests run on 56 brands of cigarettes by Roswell Park Memorial (cancer) Institute, Buffalo, N.Y. The paper said news coverage of the story was as unhealthy as smoking the cigarettes is:

"A random check of 18 major metropolitan dailies across the U.S. with 16 per cent of total circulation, showed that only eight carried anything from the wire reports, and only five of these gave the details for all 56 brands. Radio and television treatment was still worse."

Here is the tabulation, republished with permission of U.S. Consumer, whose subscription rate is \$4.50 a year (26 issues):

Brand	Type	Tar	Nicotine
Marvells	KF	8.3	0.32
Cascade	KMF	9.1	0.34
Carlton	KF	9.7	0.39
King Sano	KF	12.0	0.39
Duke	KF	12.3	0.46
Life	KF	13.6	0.97
True	KF	15.8	0.80
Kent	KF	18.8	1.10
Montclair	KMF	21.1	1.15
Spring	KMF	21.7	1.16
Galaxy	KF	22.1	1.43
Marlboro	KF	22.4	1.24
Winston	KF	22.9	1.32
Old Gold	KF	23.0	1.32
Waterford	KF	23.0	1.40
Lark	KF	23.1	1.26
Philip Morris	KF	23.2	1.46
Newport	KMF	23.3	1.34
Viceroy	KF	23.4	1.68
Salem	KMF	23.6	1.43
Paxton	KMF	23.8	1.43
Parliament	KF	24.0	1.44
L & M	RF	24.9	1.12
Benson & Hedges	RF	25.0	1.58
Tempo	KF	25.1	1.68
Tareyton	KF	25.3	1.35
Alpine	KMF	26.4	1.52
Kool	KMF	26.6	1.88
Chesterfield	R	27.0	1.18
Lucky Strike	R	27.1	1.42
Oasis	KMF	27.1	1.38
Lucky Strike	KF	27.1	1.42
Chesterfield	KF	27.5	1.72
Raleigh	KF	27.8	1.98
Philip Morris	R	28.8	1.37
Old Gold	R	29.7	1.63
Belair	KMF	29.7	2.11
du Maurier	KF	30.0	1.96
Players	R	31.0	1.67
Camel	R	31.3	1.69
York	K	32.4	1.69
Camel	KF	32.4	1.77
Pall Mall	K	33.0	1.75
Half & Half	KF	33.6	1.99
Domino	K	34.1	1.48
Old Gold	K	34.8	1.89
Masterpiece	KF	35.9	2.23
Kool	RM	36.3	2.21
Fatima	K	36.7	1.73
Philip Morris	K	37.2	2.11
Brandon	K	38.5	2.35
Benson & Hedges 100's	KF	39.3	2.29
Holiday	K	41.1	2.45
Tareyton	K	41.5	1.97
Pall Mall	KF	41.6	2.20
Raleigh	K	43.4	2.64

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